

ABSTRACT

An automated system and method for interactive scheduling through a web site is disclosed. Vendors' appointment books are accessible through a web site so that customers may schedule appointments at any time and from any location. Customers access the vendor's appointment book by accessing the vendor's web site or selecting the vendor from a list of vendors maintained at a scheduling web site. Several cross-selling features are supported. In addition to scheduling a primary service, customers may schedule add-on and adjacent services that the vendor defines. Vendors who would like to establish a web site that uses special scheduling application software simply complete templates that comprise the content for the web site. A web site is then created for the vendor using service definitions and service provider information provided by the vendor.